

NOV 12 1925 ✓

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✓ THE KING ON MAIN STREET ✓

✓ Photoplay in 6 reels ✓

✓ From "The King" adapted by Leo ^eDitrichstein
from the play by G. A. de Caillavet,

Robert de Flers and ^{Emmanuel}~~Samuel~~ Arene ✓ ✓

Screen Play by Douglas ^{Z.}Doty ✓ ✓

Adapted and Directed by Monta Bell ✓ ✓

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S. ✓

NOV 12 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

The King on Main Street - 6 reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The King on Main St.	11-12-25	©CIL 21900

The return of the above copies was requested by the said
Company, by its agent and attorney on the 12th day of
Nov. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

NOV 14 1925



Special 3' x 10' Colored Banner

One of the Really Important Productions of the Year

The Story in Brief

ADOLPHE MENJOU is a bored King. You get the idea when he winks at a soldier as he stands before his throne reviewing his cavalry. This is an eye-filling spectacle done in color, with just a touch of the finished comedy which Menjou does so well. His ministers advise him a large loan is necessary to save the country. There are only two ways of getting it, either through an alliance with the House of Slavonia or through a lease of oil lands to American capitalists. The King decides to try America and tells Jensen, his secretary, they will go via Paris. He is to notify Terese, a Parisian dancer, whom the King has met on previous flirtatious expeditions.

The King is received with acclaim at the Hotel Crillon. He arrives about lunch time. Among the diners are Gladys Humphreys and her Aunt Tabitha. The diners grab flowers from the tables and rush to throw them in the path of the King. Gladys is holding a cream puff in her right hand and seizes flowers with her left. In the excitement she throws the cream puff instead of the flowers at the King and hits him in the face. He is charmed by her beauty as she wipes his face.

Before Trent, an American oil man, goes out on a Royal visit from the liner of his lishm quarantine. The King has another flirtation on the yacht that ends in an amusing way. The rich human comedy begins at the King's when a short time later when Trent and his will financiers are waiting for the King to go so they can discuss the proposed oil lease. Bored by it all, the King slips out to Times Square, sees a sightseeing bus marked Coney Island and boards it.

The Cast

Serge IV, King of Molvania,

Adolphe Menjou

Gladys Humphreys.....Bessie Love

Terese Manix.....Greta Nissen

John Rockland.....Oscar Shaw

Arthur Trent.....Joseph Kilgour

Jensen.....Edgar Norton

Count Krenko.....Mario Majeroni

Mrs. Nash.....Carlotta Monterey

Aunt Tabitha Humphreys,

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The turnstiles and the gay amusements stump him until he becomes acquainted with a typical American youngster who introduces him to the roller coasters, the hot dogs and pop corn; insists that only dudes carry canes, and finally trades a harmonica for the King's gold pocket knife.

In trying to get back to New York the King hails a young man in a sporty runabout, John Rockland, who offers to ride him until the first taxi comes along. They become friendly. John tells the King he is a "go-getter" and invites him to his home in Little Falls. The King accepts.

Later at the hotel the King orders his secretary to make the arrangements and the secretary phones John the names of the King's retinue. John is amazed, but decides to put on a big reception. He turns out the local Boy Scouts, the girls from Aunt Tabitha's school, the Mayor—in fact, all the local citizens of prominence, including the undertaker. And what they do to the King is a scream.

Gladys is there, but Trent shows up to talk the oil lease again and interrupts his efforts to be alone with her. He makes her promise to meet him on a second story balcony. She does, but

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THE great lover of Europe."

How would you, Mr. (name of town here) citizen, like to have that sobriquet?

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For Serge, great lover, philanderer, Casanova, Don Juan that he is, even Paris is a bore.

Deciding to enjoy a flirtation or two with the most beautiful women of America, he has arranged his present trip into "new territory". Serge had an experience in New York a fortnight ago. Of course his reputation always precedes him. A famous Broadway siren decided that she would teach him a lesson. The King and the Siren met and the affair culminated in a distinct victory for the King.

In (name some outside state here) Serge was invited to spend the week-end at a small town as the guest of a young member of the Legislature. Here he met a very beautiful young girl. A beautiful, clean romance commenced, something the King had never before found in his beauty-starved life. However the romance was discovered and the wrong interpretation placed upon it. In order to save the miss embarrassment, Serge was forced to sign a contract with a group of oil men in which his country got the worst of a business deal.

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Cameraman—Footage

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The picture closes with another gorgeous color sequence, showing the King reviewing his cavalry again. This time a Queen is with him. She

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Big Scenes

THE color sequences at the beginning and end showing the gorgeously attired cavalymen, the King's canopied throne and the numerous attendants. And there's a laugh here, too.

In Paris—the King's ceremonious arrival.

At Coney Island—the King and the boy cavorting around on the amusements, with the King, dignified and polished as ever, trying to become a carefree boy again by throwing away his cane. What a human touch when he trades his gold knife for a harmonica, and the boy counts the blades before settling the bargain!

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Gladys is there, but Trent shows up to talk the oil lease again and interrupts his efforts to be alone with her. He makes her promise to meet him on a second story balcony. She does, but Trent discovers them and they are locked out. The King ceases to be a King in this scene. He becomes an earnest young man romantically in

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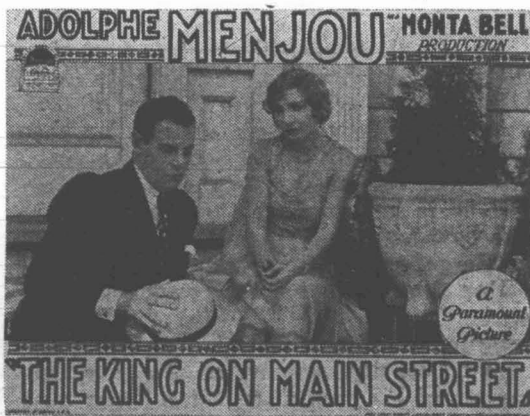
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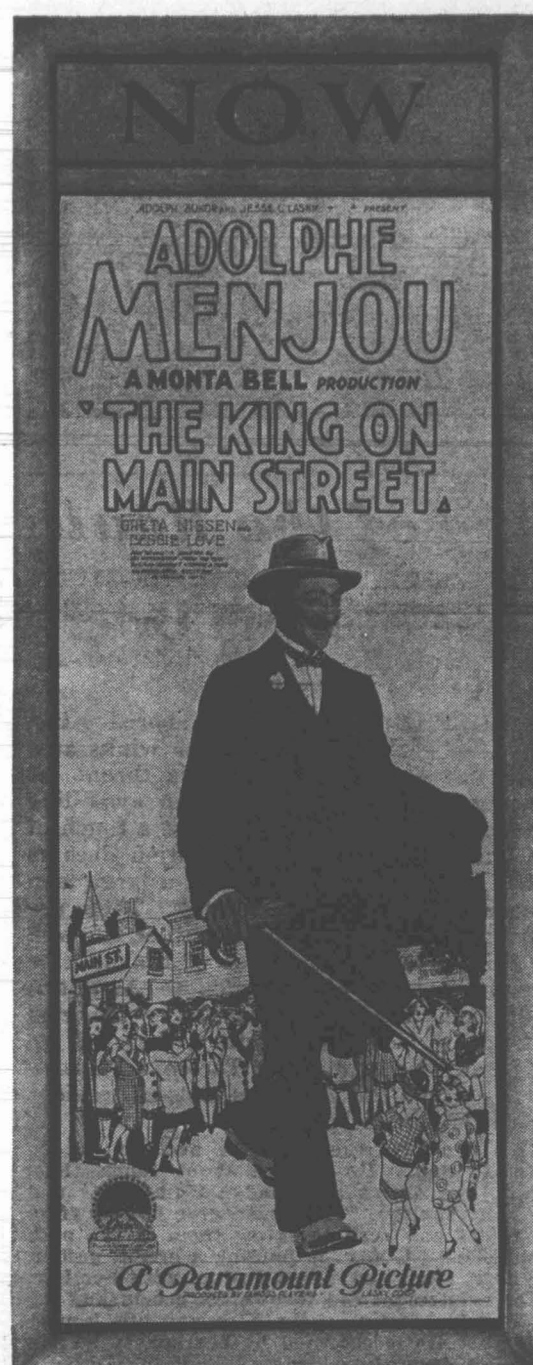
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COLORED LOBBY AND INSERT CARDS — 24-SHEET



SET OF EIGHT COLORED LOBBY CARDS

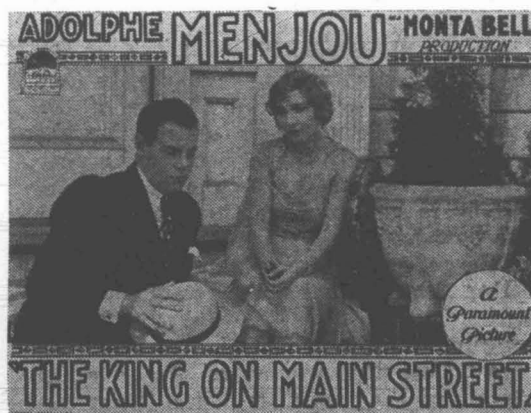
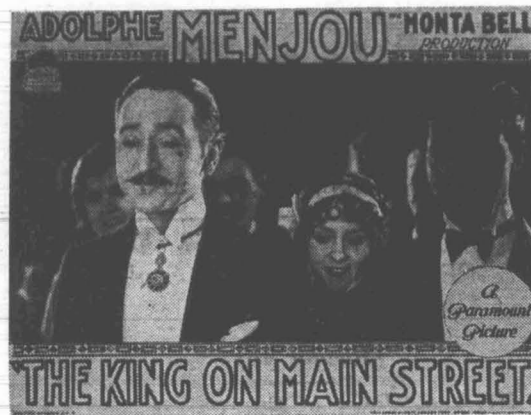
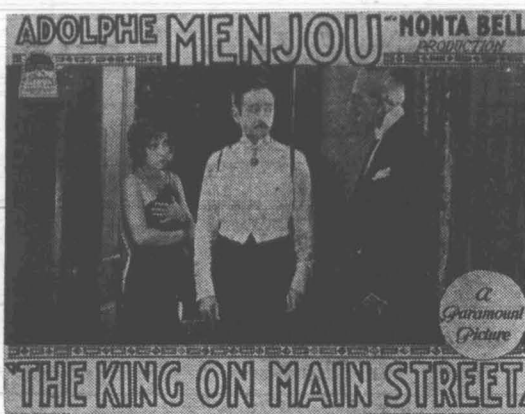


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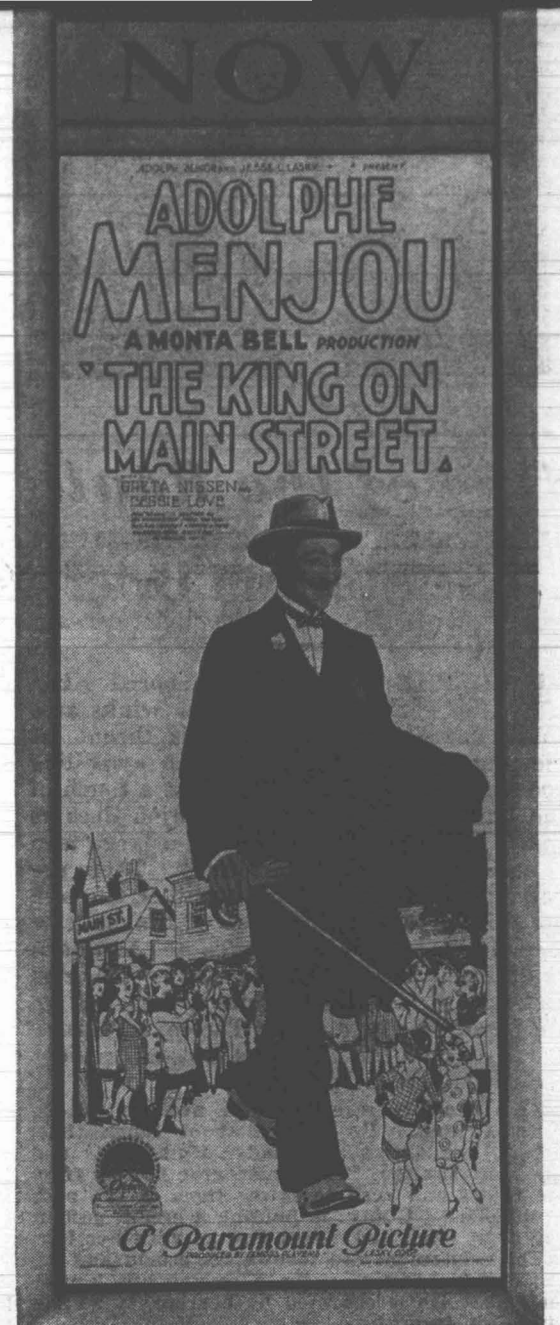
TWO TRAILERS

You can get either Service or De Luxe Trailer on "The King on Main Street." Write or wire National Screen Service, Inc., Branch Offices listed in price schedule, page 8.





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Twenty-four Sheet Poster 24A

EXPLOITATION IDEAS TO PUT THE PICTURE OVER

PUTTING IT OVER RIGHT

THIS one certainly gives every opportunity for an elaborate, highly effective street stunt, although it can be put on as simply or as lavishly as your exploitation funds permit. But the point is, don't lose the opportunity—no matter how much or how little you decide to invest for it. Have THE KING of Molvania himself, accompanied if possible by a sweet, pretty American girl, traverse the streets in regal style. Do this without any banners or advertising of any kind at first, prior to announcing the picture, thus arousing the curiosity of all,—the first step in selling them. The most impressive method would be to get hold of an open carriage with four fine looking horses. Drape the carriage with some home made flags of a fictitious design, representing Molvania. Use gold leaf letters on the carriage, somewhere on each side—

H. R. H.
Rex
Molvania

Try to get a man to represent the King who can make up to resemble Menjou and find him a fine looking military costume. Put plumes in the Molvania colors you select for the flag on the horses. Precede this outfit with two buglers or trumpeters on foot, also appropriately costumed. Let this little procession drive slowly through the streets, the "King" looking in an interested manner at everything he passes. Occasionally have him and the girl stop before some high class store, get out and make a tour of the establishment. The coachman who should of course be in full livery, when asked who these people are, will merely answer, "The King of Molvania and a friend." After you start advertising the picture, you can have a costumed page boy follow the carriage with a VERY HANDSOME (so as not to jar with the beauty of the ensemble) banner reading "THE KING on Main Street invites you to see him at the RIALTO."

As soon as you buy this picture, write to the U.S. Playing Card Co., Cincinnati, or some other card manufacturer, and try to get a price on 500 or a thousand King cards. To use all Kings of Hearts would be effective, though you can use the club, spade and diamond kings too if you wish. Use all these king cards to fashion a unique and attractive lobby display. It is impossible to tell you what to do in this regard, not knowing your lobby. One thing you could do would be to spell out the title THE KING ON MAIN STREET with ADOLPHE MENJOU with the cards, glueing them to a painted beaver board, hanging this in front of lobby.

On Page 1 see suggestion for a "reader ad," this to be set up exactly like a news story and run in column next to news matter.

Newspaper voting contest — "Who should be styled THE KING ON MAIN STREET of this town? In New York they elected Eddie Cantor to be 'Mayor of Broadway.' Who is the best all



ADOLPHE MENJOU AND BESSIE LOVE IN THE MONTA BELL PRODUCTION 'THE KING ON MAIN STREET' A PARAMOUNT PICTURE

Two-column production
Mat 2P

If not before used in your town, a good stunt is to slip calling cards under doors of residences and apartments, like this:—

Sorry
you were out.
Meet me at Strand
Monday — A. M.

H. R. H.
THE KING ON MAIN STREET

Newspaper teaser ads:—
(or teaser cards or 1 sheets)
THE KING is coming on Main Street—Long Live THE KING!
GIRLS—Look Your Best—THE KING is coming!
He's captured countless hearts—he's coming to Main Street—THE KING!
HUSBANDS—Beware! — THE KING is coming!
WIVES!—Will you be able to resist the amorous KING?
KING of Molvania, but more a KING of HEARTS — Coming Here!
Watch for THE KING ON MAIN STREET!

There's no JOKER in the fact that the KING of HEARTS is coming here. He has QUEENS in every land and they don't all wear DIAMONDS either. Take it STRAIGHT from one who knows, THE KING can bring a FLUSH to any damsel's cheek. He's got plenty of JACK to purchase a SOLITAIRE. He'll visit the best CLUBS and they can expect a FULL HOUSE and if you don't want to miss a TRICK, LEAD your friends to the RIALTO and buy your CARDS to see THE KING. You can't better it for THREE TENS.

Window and newspaper ad tie-ups with stores selling anything to men, along these lines:—
"Our clothes are fit for THE KING ON MAIN STREET.

Theis THE KING of safety razors.

THE KING ON MAIN STREET himself would want nothing better in a hat than these etc., etc.

Automobile tie-up and ballyhoo. Have your costumed king ride in a new touring car provided by a local dealer, bannered, "THE KING chooses afor seeing (Name of town here.) See THE KING ON MAIN STREET at the Rialto."

"King on Main Street" Director's Pet Story

THE Paramount production of "The King on Main Street" is the culmination of a dream Monta Bell, the director, and Adolphe Menjou, the star, have entertained for three years.

Nearly five years ago, when Mr. Bell, whose early career was in newspaper work, was with the Wheeler Syndicate, he met Fontaine Fox, the cartoonist, one night and Mr. Fox asked him to go to the theatre. They went to the George M. Cohan Theatre and saw Leo Ditrichstein's play "The King." The story impressed Mr. Bell immediately with its film possibilities, though at that time he had no thought of affiliating himself with motion picture work.

A little later, however, he found himself as an advisor to Charlie Chaplin on the filming of "A Woman of Paris." During the making of that picture Mr. Menjou and Mr. Bell became very good friends, and one day Mr. Bell confided to Mr. Menjou that he would like to become a director. Mr. Menjou replied that he thought Mr. Bell had the qualifications of a good director.

Then Mr. Bell told Mr. Menjou about "The King;" Mr. Menjou liked the story and placed himself under option to Mr. Bell to make the picture.

When "A Woman of Paris" was finished, Mr. Bell went to every producer in Hollywood and the East, but was unable to sell his idea. "Adolphe Menjou is O.K.," they told him, "but who are you?"

Well, about all Mr. Bell could say at the time was, "I'm Monta Bell." But that wasn't sufficient.

After much hullabaloo, Monta Bell convinced Jesse L. Lasky, first vice-president in charge of production of Paramount, that here was a story.

And you'll be of the same mind when you see "The King on Main Street" on the screen at the..... Theatre on.....

Menjou is starred. Greta Nissen and Bessie Love head the supporting cast in featured roles. Other prominent players include Oscar Shaw, Joseph Kilgour, Edgar Norton, Mario Majeroni, Carlotta Monterey, Marcia Harris and Edouard Durand.

Douglas Doty wrote the screen play.

a newspaper on the old gag of locating a person representing THE KING in disguise who is advertised to appear in certain stores, etc. at certain times and any person who steps up to him carrying a copy of the paper and says "You are THE KING, appearing at the Rialto this week," is given a pass. Some hints as to the appearance of the incognito "king" can be given in the paper, or he can be photographed wearing a mask.

A circular, showing pictures of a few present Kings, with a large picture of Menjou as Serge King

"The King on Main Street" Opens and Closes With Color

Adolphe Menjou Is Starred in Screen Version of Broadway Stage Play

THE magnificent color sequences of the military parades and cavalry charges in brilliant uniforms in Monta Bell's production of "The King on Main Street" for Paramount gives further evidence of the greater and more effective use Paramount is making of the Technicolor process, which presents the picture to the viewer in natural colors. ("The Wanderer of the Wasteland" was a fine example of color motion pictures.)

The making of color pictures is a much more intricate and expensive process than the manufacture of black and white films, to which the public generally is accustomed, but Mr. Bell says he has become convinced that the additional effort and expense is well worth the results.

Special Cameras Used

Special cameras, in which are two filter prisms which separate the colors for recording, have to be used, and the prints also have to be handled by special methods.

Make-up, costuming and settings also require an entirely different treatment for the color process. Whereas, in making black and white pictures, the make-up and the colors of costumes are selected for the purpose of producing the best black and white results, regardless of how they appear to the eye before filming, in the color process the natural colors desired to be reproduced are used. Thus in making up the actors, for instance, the purple and lavender tints in which they are accustomed to appear are eliminated, and a flesh rouge is about all that is necessary. An actress going before the camera for a color picture looks little different, insofar as her make-up is concerned, from the miss seen strolling down Fifth Avenue.

How Colors Photograph

In the costumes and settings, red usually appears on the screen a little more brilliant than in the costume or setting, but the other colors reproduce in virtually their original shade.

"The King on Main Street," which will be the feature at the..... Theatre on..... next for a run ofdays, opens and closes with color sequences.

Adolphe Menjou is starred in the title role of the picture, written for the screen by Douglas Doty from Leo Ditrichstein's Broadway stage success, "The King," by G. A. de Cailavet, Robert de Flers and Samuel Arène. Greta Nissen and Bessie Love are featured in prominent roles at the head of a strong supporting cast.

Monta Bell, who made "Broadway After Dark," "Pretty Ladies," and "The Snob", directed the picture.

Crack Troops in "The King on Main Street"

The 104th Field Artillery, which plays the part of the king's troops in the Paramount Production, "The King on Main Street," is the crack artillery unit of the New York National Guard. The 104th has a brilliant war record and to its credit more direct hits than any other similar organization in the American Expeditionary Forces in France.

Incidentally, the first person to greet Col. James Austin, the commanding officer, at the "camp" where the scenes were shot, was Frederick Fleck, assistant director, who for many years was first sergeant under Col. Austin.

Adolphe Menjou is starred in the production, a screen version of Leo Ditrichstein's Broadway stage hit, "The King," adapted for the screen by Douglas Doty. Greta Nissen and Bessie Love are featured at the head of the cast. Others include Oscar Shaw, Edgar Norton and Mario Majeroni.

PUTTING IT OVER RIGHT

THIS one certainly gives every opportunity for an elaborate, highly effective street stunt, although it can be put on as simply or as lavishly as your exploitation funds permit. But the point is, don't lose the opportunity—no matter how much or how little you decide to invest for it. Have THE KING of Molvania himself, accompanied if possible by a sweet, pretty American girl, traverse the streets in regal style. Do this without any banners or advertising of any kind at first, prior to announcing the picture, thus arousing the curiosity of all,—the first step in selling them. The most impressive method would be to get hold of an open carriage with four fine looking horses. Drape the carriage with some home made flags of a fictitious design, representing Molvania. Use gold leaf letters on the carriage, somewhere on each side—

H. R. H.
Rex
Molvania

Try to get a man to represent the King who can make up to resemble Menjou and find him a fine looking military costume. Put plumes in the Molvania colors you select for the flag on the horses. Precede this outfit with two buglers or trumpeters on foot, also appropriately costumed. Let this little procession drive slowly through the streets, the "King" looking in an interested manner at everything he passes. Occasionally have him and the girl stop before some high class store, get out and make a tour of the establishment. The coachman who should of course be in full livery, when asked who these people are, will merely answer, "The King of Molvania and a friend." After you start advertising the picture, you can have a costumed page boy follow the carriage with a VERY HANDSOME (so as not to jar with the beauty of the ensemble) banner reading "THE KING on Main Street invites you to see him at the RIALTO."

As soon as you buy this picture, write to the U.S. Playing Card Co., Cincinnati, or some other card manufacturer, and try to get a price on 500 or a thousand King cards. To use all Kings of Hearts would be effective, though you can use the club, spade and diamond kings too if you wish. Use all these king cards to fashion a unique and attractive lobby display. It is impossible to tell you what to do in this regard, not knowing your lobby. One thing you could do would be to spell out the title THE KING ON MAIN STREET with ADOLPHE MENJOU with the cards, glueing them to a painted beaver board, hanging this in front of lobby.

On Page 1 see suggestion for a "reader ad," this to be set up exactly like a news story and run in column next to news matter.

Newspaper voting contest — "Who should be styled THE KING ON MAIN STREET of this town? In New York they elected Eddie Cantor to be 'Mayor of Broadway.' Who is the best all round good fellow here whom you would best like to see crowned KING ON MAIN STREET?"



ADOLPHE MENJOU AND BESSIE LOVE IN THE MONTA BELL PRODUCTION "THE KING ON MAIN STREET" A PARAMOUNT PICTURE

If not before used in your town, a good stunt is to slip calling cards under doors of residences and apartments, like this:—

Sorry
you were out.
Meet me at Strand
Monday—A. M.

H. R. H.
THE KING ON MAIN STREET

Newspaper teaser ads:—
(or teaser cards or 1 sheets)
THE KING is coming on Main Street—Long Live THE KING!
GIRLS—Look Your Best—THE KING is coming!
He's captured countless hearts—he's coming to Main Street—THE KING!
HUSBANDS—Beware!—THE KING is coming!
WIVES!—Will you be able to resist the amorous KING?
KING of Molvania, but more a KING of HEARTS — Coming Here!
Watch for THE KING ON MAIN STREET!

There's no JOKER in the fact that the KING of HEARTS is coming here. He has QUEENS in every land and they don't all wear DIAMONDS either. Take it STRAIGHT from one who knows, THE KING can bring a FLUSH to any damsel's cheek. He's got plenty of JACK to purchase a SOLITAIRE. He'll visit the best CLUBS and they can expect a FULL HOUSE and if you don't want to miss a TRICK, LEAD your friends to the RIALTO and buy your CARDS to see THE KING. You can't better it for THREE TENS.

Window and newspaper ad tie-ups with stores selling anything to men, along these lines:—
"Our clothes are fit for THE KING ON MAIN STREET.

The is THE KING of safety razors.
THE KING ON MAIN STREET himself would want nothing better in a hat than these etc., etc.
Automobile tie-up and ballyhoo. Have your costumed king ride in a new touring car provided by a local dealer, bannered, "THE KING chooses a for seeing (Name of town here.) See THE KING ON MAIN STREET at the Rialto."

If never used in your town, this is a good chance to tie-up with

Two-column production
Mat 2P

"King on Main Street" Director's Pet Story

THE Paramount production of "The King on Main Street" is the culmination of a dream Monta Bell, the director, and Adolphe Menjou, the star, have entertained for three years.

Nearly five years ago, when Mr. Bell, whose early career was in newspaper work, was with the Wheeler Syndicate, he met Fontaine Fox, the cartoonist, one night and Mr. Fox asked him to go to the theatre. They went to the George M. Cohan Theatre and saw Leo Ditrichstein's play "The King." The story impressed Mr. Bell immediately with its film possibilities, though at that time he had no thought of affiliating himself with motion picture work.

A little later, however, he found himself as an advisor to Charlie Chaplin on the filming of "A Woman of Paris." During the making of that picture Mr. Menjou and Mr. Bell became very good friends, and one day Mr. Bell confided to Mr. Menjou that he would like to become a director. Mr. Menjou replied that he thought Mr. Bell had the qualifications of a good director.

Then Mr. Bell told Mr. Menjou about "The King;" Mr. Menjou liked the story and placed himself under option to Mr. Bell to make the picture.

When "A Woman of Paris" was finished, Mr. Bell went to every producer in Hollywood and the East, but was unable to sell his idea. "Adolphe Menjou is all right, and maybe the story is O.K.," they told him, "but who are you?"

Well, about all Mr. Bell could say at the time was, "I'm Monta Bell." But that wasn't sufficient.

After much hallelaloo, Monta Bell convinced Jesse L. Lasky, first vice-president in charge of production of Paramount, that here was a story.

And you'll be of the same mind when you see "The King on Main Street" on the screen at the Theatre on.....

Menjou is starred. Greta Nissen and Bessie Love head the supporting cast in featured roles. Other Prominent players include Oscar Shaw, Joseph Kilgour, Edgar Norton, Mario Majeroni, Carlotta Monterey, Marcia Harris and Edouard Durand.

Douglas Doty wrote the screen play.

a newspaper on the old gag of locating a person representing THE KING in disguise who is advertised to appear in certain stores, etc. at certain times and any person who steps up to him carrying a copy of the paper and says "You are THE KING, appearing at the Rialto this week," is given a pass. Some hints as to the appearance of the incognito "king" can be given in the paper, or he can be photographed wearing a mask.

A circular, showing pictures of a few present Kings, with a large picture of Menjou as Serge, King of Molvania and captioned THE GREATEST KING OF ALL, for he is the KING of HEARTS, etc.,

Street" Opens and Closes With Color

Adolphe Menjou Is Starred in
Screen Version of Broad-
way Stage Play

THE magnificent color sequences of the military parades and cavalry charges in brilliant uniforms in Monta Bell's production of "The King on Main Street" for Paramount gives further evidence of the greater and more effective use Paramount is making of the Technicolor process, which presents the picture to the viewer in natural colors. ("The Wanderer of the Wasteland" was a fine example of color motion pictures.)

The making of color pictures is a much more intricate and expensive process than the manufacture of black and white films, to which the public generally is accustomed, but Mr. Bell says he has become convinced that the additional effort and expense is well worth the results.

Special Cameras Used

Special cameras, in which are two filter prisms which separate the colors for recording, have to be used, and the prints also have to be handled by special methods.

Make-up, costuming and settings also require an entirely different treatment for the color process. Whereas, in making black and white pictures, the make-up and the colors of costumes are selected for the purpose of producing the best black and white results, regardless of how they appear to the eye before filming, in the color process the natural colors desired to be reproduced are used. Thus in making up the actors, for instance, the purple and lavender tints in which they are accustomed to appear are eliminated, and a flesh rouge is about all that is necessary. An actress going before the camera for a color picture looks little different, insofar as her make-up is concerned, from the miss seen strolling down Fifth Avenue.

How Colors Photograph

In the costumes and settings, red usually appears on the screen a little more brilliant than in the costume or setting, but the other colors reproduce in virtually their original shade.

"The King on Main Street," which will be the feature at the Theatre on next for a run of days, opens and closes with color sequences.

Adolphe Menjou is starred in the title role of the picture, written for the screen by Douglas Doty from Leo Ditrichstein's Broadway stage success, "The King," by G. A. de Cailavet, Robert de Flers and Samuel Arene. Greta Nissen and Bessie Love are featured in prominent roles at the head of a strong supporting cast.

Monta Bell, who made "Broadway After Dark," "Pretty Ladies," and "The Snob," directed the picture.

Crack Troops in "The King on Main Street"

The 104th Field Artillery, which plays the part of the king's troops in the Paramount Production, "The King on Main Street," is the crack artillery unit of the New York National Guard. The 104th has a brilliant war record and to its credit more direct hits than any other similar organization in the American Expeditionary Forces in France.

Incidentally, the first person to greet Col. James Austin, the commanding officer, at the "camp" where the scenes were shot, was Frederick Fleck, assistant director, who for many years was first sergeant under Col. Austin.

Adolphe Menjou is starred in the production, a screen version of Leo Ditrichstein's Broadway stage hit, "The King," adapted for the screen by Douglas Doty. Greta Nissen and Bessie Love are featured at the head of the cast. Others include Oscar Shaw, Edgar Norton and Mario Majeroni.

Monta Bell, who made "The Snob," "Pretty Ladies," and "Broadway After Dark," directed the picture.

FILL THAT SPACE WITH A PARAMOUNT PRESS AD!

ADOLPHE MENJOU IN



"THE KING ON MAIN STREET"

From "The King" adapted by Leo Ditrichstein from the play by G. A. de Caillavet, Robert de Flers and Samuel Arenal—Screen play by Douglas Doty

Three-column Newspaper Advertisement 3A



ADOLPHE MENJOU IN THE PARAMOUNT PICTURE "THE KING ON MAIN STREET"

Production Mat IPA



GRETA NISSEN IN THE PARAMOUNT PICTURE "THE KING ON MAIN STREET"

Production Mat IPB



ADOLPHE MENJOU, MARIO MAJERONI AND GRETA NISSEN IN THE MONTA BELL PRODUCTION "THE KING ON MAIN STREET" A PARAMOUNT PICTURE

ADOLPHE MENJOU in "THE KING ON MAIN STREET"

with GRETA NISSEN • BESSIE LOVE
A MONTA BELL PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



LONG live "The King on Main Street"!

The kingpin of smart, scintillating comedies.

ADOLPHE MENJOU^{IN}



"THE KING ON MAIN STREET"

From "The King" adapted by Leo Ditrichstein from the play by G. A. de Caillavet, Robert de Flers and Samuel Arenal—Screen play by Douglas Doty

Three-column Newspaper Advertisement 3A



ADOLPHE MENJOU, MARIO MAJERONI AND GRETA NISSEN
IN THE MONTA BELL PRODUCTION "THE KING ON MAIN STREET" A PARAMOUNT PICTURE

Three-column Production Mat 3P



ADOLPHE MENJOU IN
THE PARAMOUNT PICTURE
"THE KING ON MAIN STREET"

Production Mat 1PA



GRETA NISSEN IN THE
PARAMOUNT PICTURE
"THE KING ON MAIN STREET"

Production Mat 1PB

ADOLPHE MENJOU in "THE KING ON MAIN STREET"

with
GRETA NISSEN • BESSIE LOVE
A MONTA BELL PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



LONG live "The
King on Main
Street"!

The kingpin of
smart, scintillating
comedies.

One-column Press Ad 1AX



a
Paramount
Picture

with
GRETA NISSEN • BESSIE LOVE
A MONTA BELL PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

ADOLPHE MENJOU

in

"THE KING ON MAIN STREET"

See the King—
On the boardwalk,
eating "hot dogs"
and "shooting the
chutes".

On Broadway, flirt-
ing with flappers.

On Main Street,
falling in love.

Laughter and
heart-tug linked in
a really great pic-
ture!



Four-column Newspaper Advertisement 4A

ADOLPHE MENJOU

AS Europe's Great Lover. Greta Nissen as the Parisian dancer who charmed him. Bessie Love as the American girl who won his love. You'll love them all!



WITH
**GRETA
NISSEN
BESSIE
LOVE**
IN A
**MONTA
BELL
PRODUCTION**
PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

"THE KING ON MAIN STREET"

A Paramount Picture

From "The King" adapted by Leo Ditrichstein from the play
by G. A. de Caillavet, Robert de Flers and Samuel Arene.
Screen play by Douglas Doty



ADOLPHE MENJOU
in
"THE
KING ON
MAIN STREET"
**MONTA BELL
PRODUCTION**
WITH
**GRETA NISSEN
BESSIE LOVE**
PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY
A Paramount Picture

THE King wasn't in the counting
room, counting out his money;
he was in America frolicking and
calling cuties "honey."

Adolphe Menjou as the handsome,
heart-breaking King. Greta Nissen
and Bessie Love as two of the cuties.
The season's smartest comedy!

REST
of
BILL

Two-column Supplementary Press Ad 2AS



ADOLPHE MENJOU
in
"THE KING ON
MAIN STREET"
WITH
**GRETA NISSEN
BESSIE LOVE**
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY
A
**MONTA
BELL
PRODUCTION**
A
Paramount
Picture



ADOLPHE MENJOU
in
"THE KING ON MAIN STREET"

See the King—
 On the boardwalk, eating "hot dogs" and "shooting the chutes".
 On Broadway, flirting with flappers.
 On Main Street, falling in love.
 Laughter and heart-tug linked in a really great picture!



a
Paramount Picture

with
GRETA NISSEN • BESSIE LOVE
A MONTA BELL PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

Four-column Newspaper Advertisement 4A

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WITH
GRETA NISSEN
BESSIE LOVE
IN A
MONTA BELL PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

"THE KING ON MAIN STREET"

A Paramount Picture

From "The King" adapted by Leo Ditrichstein from the play by G. A. de Caillavet, Robert de Flers and Samuel Arène. Screen play by Douglas Doty

Two-column Press Advertisement 2A

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GRETA NISSEN
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IN A
MONTA BELL PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

"THE KING ON MAIN STREET"

A Paramount Picture

From "The King" adapted by Leo Ditrichstein from the play by G. A. de Caillavet, Robert de Flers and Samuel Arène. Screen play by Douglas Doty

REST of BILL

Two-column Supplementary Press Ad 2AS

ADOLPHE MENJOU

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WITH
GRETA NISSEN
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IN A
MONTA BELL PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

"THE KING ON MAIN STREET"

A Paramount Picture

From "The King" adapted by Leo Ditrichstein from the play by G. A. de Caillavet, Robert de Flers and Samuel Arène. Screen play by Douglas Doty

Two-column Supplementary Press Ad 2ASX

"The King on Main Street" Opens at Rialto on Friday

Adolphe Menjou Star in Monta Bell's First Picture for Paramount

Synopsis Story

A DOLPHE MENJOU, as the galavranting young king of a small European country in Paramount's "The King on Main Street," which will be the feature at the..... Theatre on....., because he is of a philandering disposition, finds that frequent trips to Paris in search of romance are necessary. There he becomes known as "the great lover of Europe."

Menjou reaches the point, however, where even Paris bores him and he jumps upon the chance to go to America to effect a loan for his country. He goes to America, still in search of romance. His reputation has preceded him and a very famous siren decides that she will teach the great lover a lesson. The King and the siren meet and the affair culminates in a distinct victory for the King.

Following this, he is invited to spend the week-end in a small town as the guest of a young "go-getter." Here he meets a beautiful girl and, true to form, starts to make ardent love to her. This time, however, the King forgets all he ever knew about "kinging" and pays strict attention to the business in hand—winning the girl's heart.

The little affair is discovered and certain persons, knowing full well the King's reputation as a regular Don Juan, make it out what it isn't. The king saves the day—and the girl's good name—by signing away his own freedom in a treaty between his country and a group of American financiers.

For the king, it means that all romance is dead but the love and respect he feels for the one beautiful episode of his life enables him to finish with a kingly gesture.

the finish of the picture the King is seen standing on a balcony of the palace looking at the moon and dreaming not of his triumphs as a lover but of the little clean romance. Dissolving from that we see the young girl also looking at the moon and thinking of her romance with the King. As the King turns away to enter the palace the girl also turns away to enter her home. The king turns to his flag and the girl turns to a cradle, her husband and her home. These, and the opening scenes of the picture are in natural colors.

Greta Nissen, as the King's Parisian dancer-friend, and Bessie Love, in the role of the young American girl Menjou falls in love with, are featured at the head of the cast supporting the star. Monta Bell directed the picture from Douglas Doty's adaptation of Leo Ditrichstein's Broadway stage play, "The King," by G. A. de Caillavet, Robert de Flers and Samuel Arène.

Oscar Shaw, Joseph Kilgour, Edgar Norton, Mario Majeroni, Carlotta Monterey, Marcia Harris and Edouard Durand also have prominent roles.

Fine New York Shots in "King on Main Street"

So wide a range of location scenes rarely appears in a picture as those in the Monta Bell production, "The King on Main Street," produced at the Paramount Long Island Studio.

The scenes of the arrival in New York of the king, played by Adolphe Menjou, were made upon the big ocean liner France of the French line, as she steamed up New York harbor, with the Statue of Liberty and the city's majestic sky-line for a background.

During the king's stay in New York, the scenes give an excellent cross-section of the city's life. They include the Fifth Avenue mansion of a world-famous banker, the milling throngs of Times Square in the morning rush hour, the democracy of breakfast in a Childs' restaurant in the middle of New York's theatrical district, and the gayety of Coney Island.



ADOLPHE MENJOU
in
"THE KING ON MAIN STREET"

WITH
GRETA NISSEN
BESSIE LOVE

MONTA BELL
PRODUCTION

MEET His Merry Majesty! In the love-comedy of a King who lost his heart on Main Street—and almost lost his throne.

One-column Press Ad 1AY

HAND-PICKED CAST

Adolphe Menjou, Greta Nissen, Bessie Love in "The King on Main Street"

THAT Paramount wanted to make sure the Monta Bell production, "The King on Main Street," would be one of the outstanding pictures of the current season is evidenced by the all-star calibre of the players who appear in the principal roles in the cast.

Adolphe Menjou is starred in the title role of the production, written for the screen by Douglas Doty from Leo Ditrichstein's New York stage hit, "The King," by G. A. de Caillavet, Robert de Flers and Samuel Arène.

Greta Nissen and Bessie Love are featured in support of the star.

Such a trio should be enough to put any picture across big no matter what the story. But Paramount did not stop here. A glance down the line-up reveals such prominent names as Oscar Shaw, Joseph Kilgour, Edgar Norton and Mario Majeroni. Carlotta Monterey, Marcia Harris and Edouard Durand also have important parts.

"The King on Main Street," which will be shown next..... at the..... Theatre, is a romantic comedy in which Menjou, as the King of a small European country, meets and falls in love with a young American girl, is entertained in a big way in a small town—and then returns to his own country without the girl.

The scenes of the story are laid in the mythical kingdom of Molvania, Paris, a small American town, New York and Coney Island.

There are color sequences in the picture which are said to far surpass anything of the kind ever attempted before for the screen.

a small town where the king enjoys the fulsome of that brand of entertainment dispensed by the Chamber of Commerce, the Boy Scouts and the town silver cornet band.

Supporting Menjou in the picture, a screen version of Leo Ditrichstein's Broadway hit, "The King," which opens on..... at the..... Theatre are Greta Nissen and Bessie Love.

REVIEWS

Menjou as "The King"

PARAMOUNT'S "The King on Main Street," adapted for the screen by Douglas Doty from Leo Ditrichstein's Broadway stage play, "The King," by G. A. de Caillavet, Robert de Flers and Samuel Arène, is the feature at the..... Theatre this week.

Adolphe Menjou is starred in the title role. Greta Nissen, the blonde Norse beauty of "Lost—a Wife" and "The Wanderer," and Bessie Love are featured at the head of a strong supporting cast.

The story, which opens and closes in Technicolor, concerns Menjou as Serge IV, King of the little European realm of Molvania. Menjou, in this as in all of his pictures, is a devil with the ladies. Miss Nissen, a Parisian dancer and the toast of Paris, is the cause of many of the king's flirtatious expeditions to the French capital.

The situation arises whereby the king, to obtain money for a depleted treasury, has to make a choice between marriage with the House of Slavonia and a trip to America. The King selects the latter course and upon this choice hangs the tale of "The King on Main Street."

The rich human comedy begins from the moment Menjou plants his feet on American soil, a few of the big scenes including a bus trip to Coney Island, where he meets a small town "go-getter" who invites Serge to pay him a visit. The king accepts and what happens to him on Main Street, Little Falls, is a scream.

Bessie Love, featured with Greta Nissen in support of the star, is the young American girl the king falls in love with, only to have to return to his own country without her.

"The King on Main Street" brings Menjou to the screen in his finest role. It has everything—pageantry, big town and little town life and the humor of each. Monta Bell, who made "Broadway After Dark," "Pretty Ladies," etc., directed this one as his first production for Paramount.

Other prominent names in the supporting cast are Oscar Shaw, Edgar Norton and Mario Majeroni.

At the Rialto

"The King on Main Street," Monta Bell's first production for Paramount, which opened yesterday at the..... Theatre, tells of the heart affairs of a worldly, philandering monarch, played to perfection by Adolphe Menjou, whose career is deflected from its gay and carefree course by an encounter with a wholesome American girl; an interlude that has a profound influence on the jaded king.

Menjou, starred in the picture, is supported by Greta Nissen and Bessie Love, both featured in this screen version of Leo Ditrichstein's successful stage play, "The King."

As Serge IV of the little European kingdom of Molvania, Menjou is advised by his ministers that a loan is necessary to save the country. Making his choice between marriage and a trip to America, the king arrives in New York all set to break a few more hearts. A group of financiers are awaiting him to discuss a proposed oil lease. Bored by it all, the king slips out and boards a bus marked Coney Island. The turnstiles and gay amusements stump him until he meets a typical American youngster who introduces him to everything on the Island.

Following this he is invited to spend a week-end in Little Falls as the guest of a young "go-getter." Here he meets a beautiful young girl (Bessie Love). A clean little romance springs up—something the king had never before experienced in his beauty-starved life. However, the romance is discovered and the wrong interpretation put on it.

Drama and thrills pile up in the situations that now develop, with, however, the note of romantic comedy ever dominant. Eventually the king saves the girl's reputation and unites her with her young fiancé at the cost of signing away his own happiness in the oil treaty.

In an unusual climax, Menjou turns from it all and goes back to

Menjou Starred in Paramount Picture 'King on Main Street'

Produced by Monta Bell From Broadway Stage Success, "The King"

A DOLPHE MENJOU comes to the..... Theatre on..... next as the star of the Monta Bell-Paramount production, "The King on Main Street," written for the screen by Douglas Doty from Leo Ditrichstein's New York stage hit, "The King." Greta Nissen and Bessie Love are featured opposite the star.

The story opens in Technicolor with Menjou, as the King of Molvania, reviewing a long line of cavalry from a gorgeously draped dais. We get the idea that the young ruler is bored stiff with everything that's going on.

In one of the royal apartments a short time later, Menjou's Minister of Finance (Mario Majeroni) and other statesmen are reminding the king that the country requires a large loan. The only way it can be obtained is either through a marriage with the House of Slavonia or a trip to America.

"We shall go to America," the king announces, "via Paris."

The story goes on to show in a humorous entertaining way just what happens when the philandering king meets the most famous dancer in the French capital and then, in America, falls in love with a young American girl, only to be forced to return to his own country without her.

"The King on Main Street" is the culmination of a dream of years of both Monta Bell and the star. It is a perfect role for Menjou. He has the temperament, the air of sophistication, the finished type of acting necessary for it. He had his heart set upon making this one of his greatest efforts. And, according to all advance reports, he has more than succeeded.

Busy Bessie

"No rest for the wicked" should be changed to "No rest for a motion picture actress" gasped the diminutive Bessie Love as she dashed from the Ambassador Hotel to the Santa Fe station.

"At the Paramount studio in Hollywood I made "A Son of His Father," got back from location, took one long breath and two swims then made "New Brooms" with William de Mille.

"No sooner done than I received a telegram from New York to go back and play in Monta Bell's picture, "The King on Main Street."

"I'll rest on the train anyway," she said gleefully.

Enroute came a telegram from her saying:

"Been interviewed at every station, Chicago convention of reporters and photographers met me at Albuquerque, New Mexico. Talked to them while we ate at lunch counter. Train held two minutes for us. Help!"

(signed)

Bessie Love is featured with Greta Nissen in support of Adolphe Menjou who is starred in the Monta Bell-Paramount production, "The King on Main Street," opening a..... days' run on..... next at the..... Theatre.



Street" Opens at Rialto on Friday

Adolphe Menjou Star in Mont Bell's First Picture for Paramount

Synopsis Story

ADOLPHE MENJOU, as the gallant young king of a small European country in Paramount's "The King on Main Street," which will be the feature at the..... Theatre on....., because he is of a philandering disposition, finds that frequent trips to Paris in search of romance are necessary. There he becomes known as "the great lover of Europe."

Menjou reaches the point, however, where even Paris bores him and he jumps upon the chance to go to America to effect a loan for his country. He goes to America, still in search of romance. His reputation has preceded him and a very famous siren decides that she will teach the great lover a lesson. The King and the siren meet and the affair culminates in a distinct victory for the King.

Following this, he is invited to spend the week-end in a small town as the guest of a young "go-getter." Here he meets a beautiful girl and, true to form, starts to make ardent love to her. This time, however, the King forgets all he ever knew about "kinging" and pays strict attention to the business in hand—winning the girl's heart.

The little affair is discovered and certain persons, knowing full well the King's reputation as a regular Don Juan, make it out what it isn't. The king saves the day—and the girl's good name—by signing away his own freedom in a treaty between his country and a group of American financiers.

For the king, it means that all romance is dead but the love and respect he feels for the one beautiful episode of his life enables him to finish with a kingly gesture.

The finish of the picture the

King is seen standing on a balcony of the palace looking at the moon and dreaming not of his triumphs as a lover but of the little clean romance. Dissolving from that we see the young girl also looking at the moon and thinking of her romance with the King. As the King turns away to enter the palace the girl also turns away to enter her home. The king turns to his flag and the girl turns to a cradle, her husband and her home. These, and the opening scenes of the picture are in natural colors.

Greta Nissen, as the King's Parisian dancer-friend, and Bessie Love, in the role of the young American girl Menjou falls in love with, are featured at the head of the cast supporting the star. Mont Bell directed the picture from Douglas Doty's adaptation of Leo Ditrichstein's Broadway stage play, "The King," by G. A. de Caillavet, Robert de Flers and Samuel Arene.

Oscar Shaw, Joseph Kilgour, Edgar Norton, Mario Majeroni, Carlotta Monterey, Marcia Harris and Edouard Durand also have prominent roles.

Fine New York Shots in "King on Main Street"

So wide a range of location scenes rarely appears in a picture as those in the Mont Bell production, "The King on Main Street," produced at the Paramount Long Island Studio.

The scenes of the arrival in New York of the king, played by Adolphe Menjou, were made upon the big ocean liner France of the French line, as she steamed up New York harbor, with the Statue of Liberty and the city's majestic sky-line for a background.

During the king's stay in New York, the scenes give an excellent cross-section of the city's life. They include the Fifth Avenue mansion of a world-famous banker, the milling throngs of Times Square in the morning rush hour, the democracy of breakfast in a Childs' restaurant in the middle of New York's theatrical district, a trip to Coney Island where the holiday crowds take part in the pictures of Steeplechase, the roller coasters, merry-go-rounds and all the other fun-making devices, and the scenes then shift to a Long Island country home, and finally to



ADOLPHE MENJOU
in
"THE KING ON MAIN STREET"

WITH
GRETA NISSEN
BESSIE LOVE

MONTA BELL
PRODUCTION

MEET His Merry Majesty! In the love-comedy of a King who lost his heart on Main Street—and almost lost his throne.

One-column Press Ad 14Y

HAND-PICKED CAST

Adolphe Menjou, Greta Nissen, Bessie Love in "The King on Main Street"

THAT Paramount wanted to make sure the Mont Bell production, "The King on Main Street," would be one of the outstanding pictures of the current season is evidenced by the all-star calibre of the players who appear in the principal roles in the cast.

Adolphe Menjou is starred in the title role of the production, written for the screen by Douglas Doty from Leo Ditrichstein's New York stage hit, "The King," by G. A. de Caillavet, Robert de Flers and Samuel Arene.

Greta Nissen and Bessie Love are featured in support of the star.

Such a trio should be enough to put any picture across big no matter what the story. But Paramount did not stop here. A glance down the line-up reveals such prominent names as Oscar Shaw, Joseph Kilgour, Edgar Norton and Mario Majeroni. Carlotta Monterey, Marcia Harris and Edouard Durand also have important parts.

"The King on Main Street," which will be shown next..... at the..... Theatre, is a romantic comedy in which Menjou, as the King of a small European country, meets and falls in love with a young American girl, is entertained in a big way in a small town—and then returns to his own country without the girl.

The scenes of the story are laid in the mythical kingdom of Molvania, Paris, a small American town, New York and Coney Island.

There are color sequences in the picture which are said to far surpass anything of the kind ever attempted before for the screen.

a small town where the king enjoys the fulsome of that brand of entertainment dispensed by the Chamber of Commerce, the Boy Scouts and the town silver cornet band.

Supporting Menjou in the picture, a screen version of Leo Ditrichstein's Broadway hit, "The King," which opens on..... at the..... Theatre, are Greta Nissen and Bessie Love. Both are featured. The cast also includes such big names as Oscar Shaw, Joseph Kilgour, Edgar Norton and Mario Majeroni.

"The King on Main Street" opens and closes in natural colors.

Menjou as "The King"

PARAMOUNT'S "The King on Main Street," adapted for the screen by Douglas Doty from Leo Ditrichstein's Broadway stage play, "The King," by G. A. de Caillavet, Robert de Flers and Samuel Arene, is the feature at the..... Theatre this week.

Adolphe Menjou is starred in the title role. Greta Nissen, the blonde Norse beauty of "Lost—a Wife" and "The Wanderer," and Bessie Love are featured at the head of a strong supporting cast.

The story, which opens and closes in Technicolor, concerns Menjou as Serge IV, King of the little European realm of Molvania. Menjou, in this as in all of his pictures, is a devil with the ladies. Miss Nissen, a Parisian dancer and the toast of Paris, is the cause of many of the king's flirtatious expeditions to the French capital.

The situation arises whereby the king, to obtain money for a depleted treasury, has to make a choice between marriage with the House of Slavonia and a trip to America. The King selects the latter course and upon this choice hangs the tale of "The King on Main Street."

The rich human comedy begins from the moment Menjou plants his feet on American soil, a few of the big scenes including a bus trip to Coney Island, where he meets a small town "go-getter" who invites Serge to pay him a visit. The king accepts and what happens to him on Main Street, Little Falls, is a scream.

Bessie Love, featured with Greta Nissen in support of the star, is the young American girl the king falls in love with, only to have to return to his own country without her.

"The King on Main Street" brings Menjou to the screen in his finest role. It has everything—pageantry, big town and little town life and the humor of each. Mont Bell, who made "Broadway After Dark," "Pretty Ladies," etc., directed this one as his first production for Paramount.

Other prominent names in the supporting cast are Oscar Shaw, Edgar

Paramount Picture 'King on Main Street'

Produced by Mont Bell From Broadway Stage Success, "The King"

ADOLPHE MENJOU comes to the..... Theatre on..... next as the star of the Mont Bell-Paramount production, "The King on Main Street," written for the screen by Douglas Doty from Leo Ditrichstein's New York stage hit, "The King." Greta Nissen and Bessie Love are featured opposite the star.

The story opens in Technicolor with Menjou, as the King of Molvania, reviewing a long line of cavalry from a gorgeously draped dais. We get the idea that the young ruler is bored stiff with everything that's going on.

In one of the royal apartments a short time later, Menjou's Minister of Finance (Mario Majeroni) and other statesmen are reminding the king that the country requires a large loan. The only way it can be obtained is either through a marriage with the House of Slavonia or a trip to America.

"We shall go to America," the king announces, "via Paris."

The story goes on to show in a humorous entertaining way just what happens when the philandering king meets the most famous dancer in the French capital and then, in America, falls in love with a young American girl, only to be forced to return to his own country without her.

"The King on Main Street" is the culmination of a dream of years of both Mont Bell and the star. It is a perfect role for Menjou. He has the temperament, the air of sophistication, the finished type of acting necessary for it. He had his heart set upon making this one of his greatest efforts. And, according to all advance reports, he has more than succeeded.

Busy Bessie

"No rest for the wicked" should be changed to "No rest for a motion picture actress" gasped the diminutive Bessie Love as she dashed from the Ambassador Hotel to the Santa Fe station.

"At the Paramount studio in Hollywood I made 'A Son of His Father,' got back from location, took one long breath and two swims then made 'New Brooms' with William de Mille.

"No sooner done than I received a telegram from New York to go back and play in Mont Bell's picture, 'The King on Main Street.'"

"I'll rest on the train anyway," she said gleefully.

Enroute came a telegram from her saying:

"Been interviewed at every station, Chicago convention of reporters and photographers met me at Albuquerque, New Mexico. Talked to them while we ate at lunch counter. Train held two minutes for us. Help!"

(signed)

Bessie Love is featured with Greta Nissen in support of Adolphe Menjou who is starred in the Mont Bell-Paramount production, "The King on Main Street," opening a..... days' run on..... next at the..... Theatre.

At the Rialto

"The King on Main Street," Mont Bell's first production for Paramount, which opened yesterday at the..... Theatre, tells of the heart affairs of a worldly, philandering monarch, played to perfection by Adolphe Menjou, whose career is deflected from its gay and carefree course by an encounter with a wholesome American girl; an interlude that has a profound influence on the jaded king.

Menjou, starred in the picture, is supported by Greta Nissen and Bessie Love, both featured in this screen version of Leo Ditrichstein's successful stage play, "The King."

As Serge IV of the little European kingdom of Molvania, Menjou is advised by his ministers that a loan is necessary to save the country. Making his choice between marriage and a trip to America, the king arrives in New York all set to break a few more hearts. A group of financiers are awaiting him to discuss a proposed oil lease. Bored by it all, the king slips out and boards a bus marked Coney Island. The turnstiles and gay amusements stump him until he meets a typical American youngster who introduces him to everything on the Island.

Following this he is invited to spend a week-end in Little Falls as the guest of a young "go-getter." Here he meets a beautiful young girl (Bessie Love). A clean little romance springs up—something the king had never before experienced in his beauty-starved life. However, the romance is discovered and the wrong interpretation put on it.

Drama and thrills pile up in the situations that now develop, with, however, the note of romantic comedy ever dominant. Eventually the king saves the girl's reputation and unites her with her young fiancé at the cost of signing away his own happiness in the oil treaty.

In an unusual climax, Menjou turns from it all and goes back to his "kinging."

The opening and final scenes of "The King on Main Street," showing a gorgeous dress review of the Molvanian troops, are done in natural colors.



Teaser Mat 1TB

SPECIAL STORIES FOR THE PRESS AND PROGRAMS

Menjou Got First Movie Job Because He Had Dress Suit

Paramount Star, Here Shortly, Says There Are No Set Rules for Success

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Menjou—today the ace of screen cynics, his dramatic cynicism being composed mainly of polish, personality and a pleasant air of worldly wisdom—says there are no set rules for success. Chance is a big factor that makes or unmakes a man, in his opinion.

"You may seize an opportunity," says the king of screen sophistication, "but you can't imprison Destiny in a cage of regulations and maxims."

"Most men who achieve wealth or high position can be persuaded to give a set of rules on how it was done. But what assisted them may be totally inapplicable to the next fellow. I really believe they don't know how they fought to the top, themselves, other than through chance, first, and ability second."

"My own life has been moulded by chance. It is through accident that I became a film actor. A friend whom I chanced to meet in New York advised me to try pictures for prosperity. The next day I applied for a job as an extra and got it—not because the director saw any tremendous possibilities in me—but because he needed a number of men who owned dress suits and I said I had one."

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The story is one of a ruler of a small European country who comes to America to obtain a capitalists, falls in love with a pretty girl and is then forced to return to his own country again without her.

Here's Menjou in his finest screen role, says Paramount.

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Discovered—a Coney Island ticket-taker who gives your money back!

It happened when Adolphe Menjou was filming "The King on Main Street," some of the most interesting scenes of which are laid at Coney.

A tremendous crowd watched Mr. Menjou as he walked up to the ticket-taker at Steeplechase and bought his ticket. The cameras clicked away and after the shot, Mr. Menjou stepped up to the ticket-taker again and calmly took his dollar away from him.

This brought a great laugh, which never failed to hit the crowd's funny spot every one of the half dozen times the scene was shot.

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According to Edward F. Tillyou, proprietor of Steeplechase, this is the first time a picture has been made over the course of such a roller coaster. Because of its precipitate inclines and its neck-breaking curves, this roller coaster is one of the biggest thrillers on the island.

The camera man for this stunt was Jimmy Yong Howe, a Chinese, well known on the West Coast as former fly-weight boxing champion.

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Monta Bell, who made "Broadway After Dark," "Pretty Ladies" and others, directed the production.

Bessie Love Entertains Between Scenes at Studio

Few of the admirers of Bessie Love, one of the screen's most versatile actresses, know that she is an accomplished dancer, but it is a fact that many a musical comedy producer would be glad to have her twinkling toes as a show headliner. Movie fans, however, will have an opportunity to see Miss Love dance in the forthcoming picture, "The King on Main Street," which Monta Bell directed at the Paramount Long Island Studio.

And Miss Love's dancing, incidentally, was one of the diversions of Mr. Bell's unit between shots during the filming of the picture. Several of the scenes call for a jazz band. One afternoon after a long stretch of hard work, the entire company, including Adolphe Menjou, who plays the role of the king, Oscar Shaw, Greta Nissen and Mr. Bell himself, took "time out" for a Charleston test.

It would surprise movie fans also to see how well Mr. Menjou can step the light fantastic.

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One-column Press Ad 1A

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Miss Nissen said her hobby was work, but she could hardly decide whether her work in the movies was her hobby or whether her hobby for dancing was her work.

"I rather think I like dancing better," Miss Nissen said. "I suppose that is because I intend to make dancing my career."

Mr. Menjou admitted he could hardly wait to get back to his home in Beverly Hills to see how his dogs were getting along. His hobby is raising Sealyham terriers.

Miss Nissen continued that she had no use for "kick" dancing. She studied for eight years with the Royal Opera of Copenhagen and finished with Fokine. She made her debut in Oslo three years ago, after which she triumphed in a tour of Scandinavia. She was invited to Paris then, but chose to come to America because her former master, Fokine was here.

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Midget Cut 1MA



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"The King on Main Street"

Teaser Mat 1TA

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After seeing Coney Island and various scenes about New York, "the king" meets a "go-getter" from a middle western town, becomes his guest and furnishes the means for the fun of such a town entertaining a king on its Main Street.

Supporting Mr. Menjou are Greta Nissen and Bessie Love in featured roles. The picture will be shown on at the Theatre.

Anything in This Press Sheet May

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Midget Cut IMA



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In front of the restaurant "the king" caught a bus for Coney Island. Mr. Bell in showing the bus barker how he wanted the scene done was such a success that three ladies from Milwaukee undertook to buy tickets from him. Mr. Bell took their money, praising Allah, then turned them over to the regular bus barker who subsequently transported them to Coney.

After seeing Coney Island and various scenes about New York, "the king" meets a "go-getter" from a middle western town, becomes his guest and furnishes the means for the fun of such a town entertaining a king on its Main Street.

Supporting Mr. Menjou are Greta Nissen and Bessie Love in featured roles. The picture will be shown on at the Theatre.

Anything in This Press Sheet May Be Reprinted.



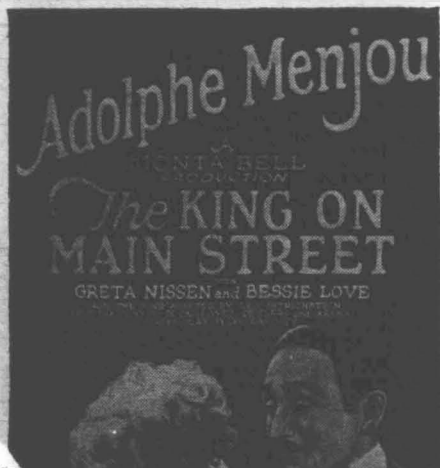
Three Sheet Poster 3A



Six Sheet Poster 6A



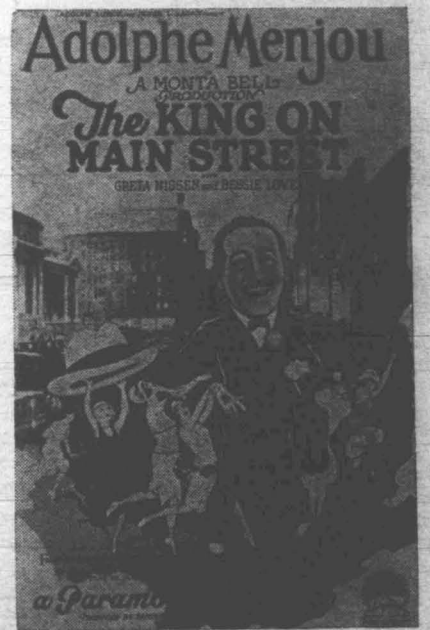
Cover of Herald



Three Sheet Poster 3B



Two-column Press Advertisement 2AX



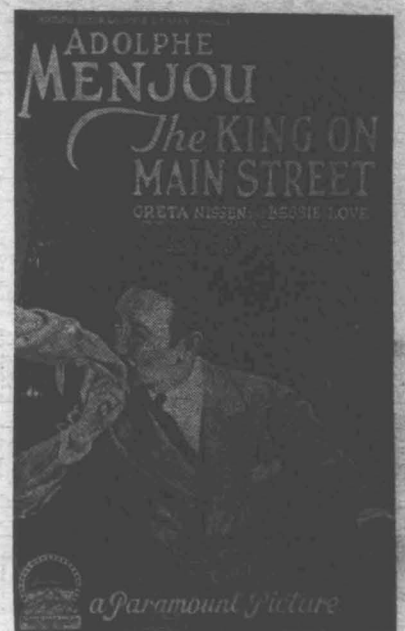
One Sheet Poster 1A



Three Sheet Poster 3B



Two-column Press Advertisement 2AX



One Sheet Poster 1B

ADVERTISING PRICE LIST

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING—POSTERS

One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.90
Twenty-four Sheet (24A).....	2.40
3' x 10' Banner.....	2.00

PHOTOS FOR YOUR LOBBY

22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

FOR NEWSPAPER ADS—ADVERTISING CUTS

One Column.....	.35
Two Column.....	.65
Supplementary (two column).....	.25
Midgets (each).....	.15

Trailers—National Screen Service,
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
1922 So. Vermont Ave., Los Angeles, Cal.
PRESS BOOKS AND MUSIC CUES ARE GRATIS.

MATS, ADVERTISING, PRODUCTION, ETC.

One Column.....	.05
One Column (Teaser).....	.05
Two Column.....	.10
Two Column Supplementary.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

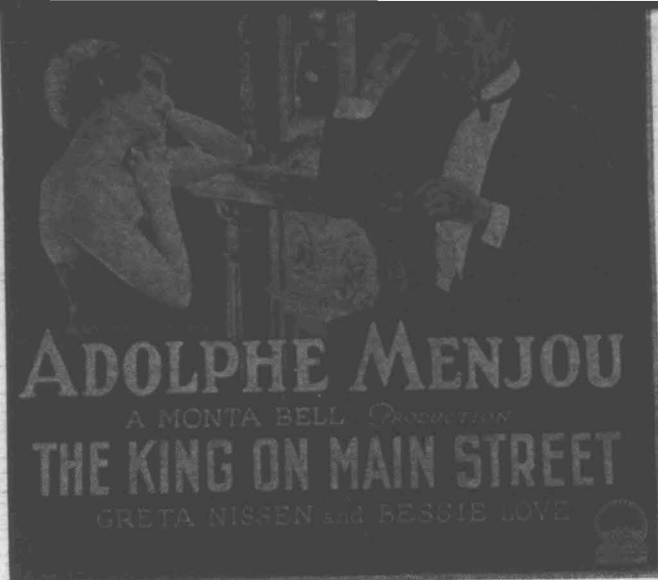
FOR GENERAL EXPLOITATION

Gilt-Edged Frames (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Combination Lobby Frames.....	2.00
Cardboard Frames for Stills.....	.15
Miniatures, per 1,000.....	10.00
Herald, per thousand.....	3.00
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos.....	.10





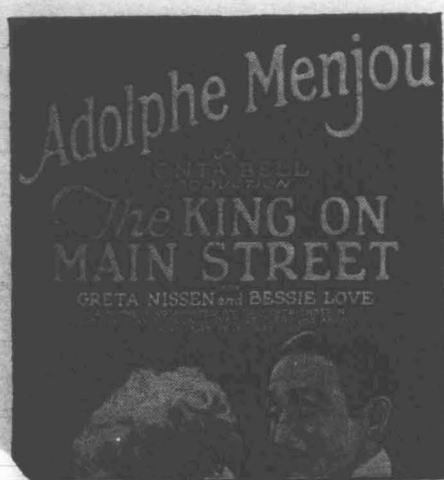
Three Sheet Poster 3A



Six Sheet Poster 6A



Cover of Herald



Three Sheet Poster 3B



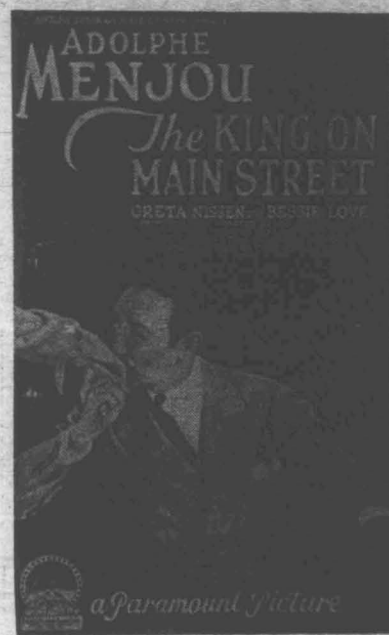
One Sheet Poster 1A



Three Sheet Poster 3B



Two-column Press Advertisement 2AX



One Sheet Poster 1B



Colored Window Card



Announcement Slide



Colored Lobby Card (22" x 28")

ADVERTISING PRICE LIST

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PRESS BOOKS AND MUSIC CUES ARE GRATIS.

MATS, ADVERTISING, PRO- DUCTION, ETC.

One Column.....	.05
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Two Column.....	.10
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